

# Star News Group

## Family Values

Star News Group readers are concerned with creating a better life for themselves and their families.

Optimism and a desire to do well means that our family audience is interested in: homes, cars, furnishings, appliances, fashion, wealth creation, children, education, health and beauty services and a range of entertainment and recreational activities.

Star News Group papers are read by families with children of all ages. Businesses servicing the family market can focus their advertising on a specific age group such as families with pre-school children, zeroing in on growth suburbs with high birth rates. Alternately they can take advantage of the cross section of ages to tier their offer, attract a broader audience and grow with the families enjoying repeat business.

Our papers are located in growth corridors and areas of Melbourne experiencing a new lease of life with both cultural and employment diversity. Star News Group readers work across all industries in a range of occupations.

This makes Star News Group publications suitable for advertising products and services directed at both tradespeople – such as vans, utes, tools and equipment – and professionals and office workers – such as business wear, further education, gyms and personal trainers.

In line with societal trends, our older readers are demonstrating a preference for leisure and lifestyle pursuits enabling Star News Group to connect advertisers with this lucrative audience.

The values and interests of our readers are reflected in our advertising and editorial content.

## Our Readers

Readers in the areas covered by Star News Group publications are predominantly in the 35 to 49 and 50 plus age brackets and represent a strong family audience.

There is an even spread of males and females across all age groups and the high proportion of children and young adults suggests a family audience typical of suburban areas.

Around 14% of readers are aged between 25 and 34. With people in this age group

starting families, these young couples and singles demonstrate a strong continuing family audience.

We believe that the strong family demographic, both now and in the future, makes Star News Group papers ideal advertising vehicles for businesses servicing this market.

In line with societal trends, the proportion of readers aged 50 plus means that Star News Group gives advertisers access to this important market. The lucrative segment of leisure and lifestyle focused recent retirees represent a key proportion of the aging population.

## Their Occupations

The majority of Star News Group readers work as professionals, tradespeople or in intermediate clerical, sales and service jobs.

Our publications reach readers representing a cross section of occupations which, when coupled with dual income households, provides for stable spending patterns.

## Their Income

The majority of households in the Star News Group distribution area earn around \$57,000 pa. The second and third largest

groups earn around \$30,000 and \$81,000 pa respectively.

Significantly, 22% of households in the Star News Group Distribution area earn over \$100,000 pa.

These income brackets make Star News Group publications an attractive proposition for a range of advertisers with products targeted to the lucrative Australian middle class.

Lower average income areas include some of those in the North West. This is consistent with the production and labourer focused occupations of readers within these areas. Star News Group believes however that areas with lower average incomes are offset by the lower housing prices and lower cost of living that this provides and therefore a consistent ratio of disposable income is maintained.

Other areas with a lower average income include areas such as the Surf Coast and Bellarine Peninsula which attract a high proportion of retirees and families seeking a sea change. The reduction in expenses such as mortgages that accompany a move to the coast means that the spending power of this segment is still strong.

## Community at a glance

### The community reading Star News Group Publications:

#### AGE

0 to 18 Years:	23%
18 to 24 Years:	10%
25 to 34 Years:	14%
35 to 49 Years:	22%
50 plus Years:	31%

#### TOP 3 HOUSEHOLD INCOME:

\$57,000 pa
\$30,000 pa
\$81,000 pa

#### OCCUPATIONS

Managers:	6%
Professionals:	14%
Associate Professionals:	10%
Tradespeople:	14%
Advanced Clerical & Service:	3%
Intermediate Clerical & Service:	18%
Production & Transport:	12%
Clerical, Sales & Service:	10%
Labourers:	10%

Please Note: This information was compiled based on our understanding of our readers and information contained by the ABS for Star News Group from 2006 Census data. Star News Group expects you to rely on your own commercial judgement when using this information.





# Greater Dandenong

INCORPORATING SOUTH EASTERN STAR REAL ESTATE



## Star Greater Dandenong

### Suburbs & Postcodes

Noble Park	3174
Springvale	3171
Springvale South	3172
Dandenong	3175
Dandenong North	3175
Keysborough	3173



### Publication Day

Thursday

### Classified Booking Deadline

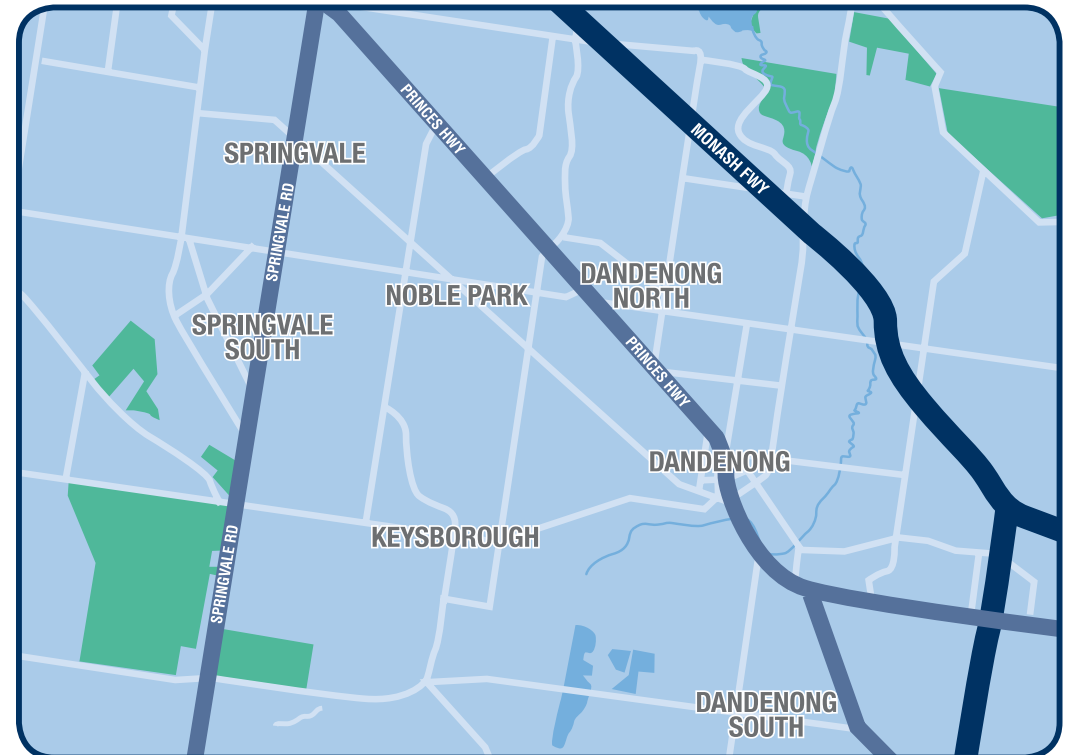
Trades:	Monday 5pm
Wheel & Deal:	Tuesday 5pm
General:	Wednesday 10am

### Display Booking Deadline

Booking:	3pm Monday prior
Cancellation:	3pm Monday prior
Material:	3pm Monday prior

### Adjoining Newspapers

Cranbourne News  
Berwick News  
Pakenham Berwick Gazette



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**Email:** starnewsgroup@starnewsgroup.com.au **Website:** www.starnewsgroup.com.au **Also at:** 67 High Street, Berwick 3806 **Telephone:** 9796 1855

\* Includes home delivery and bulk delivery area

# Star Greater Dandenong



## Greater Dandenong ... Open for business

Greater Dandenong is a region of economic opportunity, with easy access via major freeways and highways a major factor in attracting residents and tourists.

The State Government has invested \$300 million into revitalising central Dandenong to become a satellite city to Melbourne, attracting visitors from as far away as Gippsland. Earmarked as 'the next big thing', Greater Dandenong is already attracting hundreds of millions of dollars of private investment under the watchful eye of VicUrban, in order for it to become a destination not only in Melbourne's east, but across the state.

The city is home to 136,000 people from over 150 different cultures. It is also home to one of the largest manufacturing hubs in Australia, which quality brands such as Tip Top, PZ Cussons, Jayco Caravans and Nissan are proud to call home.

## Our Readers

Readers in the area covered by the Star Greater Dandenong are predominately in the 50 plus and under 18 age brackets with a strong representation in the 35 to 49 age bracket. There is an even spread of males and females across all age groups.

The proportion of children and young adults suggests a strong family audience typical of the established outer suburban corridors. The statistics indicate a mix of young families, middle aged parents with young and teenage children, some empty nesters and older families.

Around 15% of readers are aged between 25 and 34. These young couples and singles demonstrate the potential for a continuing family audience especially in light of employment opportunities in the Dandenong Region's industrial base.

We believe that the strong family demographic, both now and in the future, makes the Star Greater Dandenong an ideal advertising vehicle for businesses servicing this market.

In line with societal trends, the proportion of readers aged 50 plus means the Star Greater Dandenong gives advertisers access to this important market. The lucrative segment of leisure and lifestyle focused older families, empty nesters and recent retirees represent a key proportion of the aging population.



## Their Occupations

The majority of Star Greater Dandenong readers are employed as either: Clerical, Service, Production, Transport, Labouring workers. This is in line with the production type employers in the area.

Just under 20% of the population in this area are employed as Professionals or Associate Professionals.

The readers working in sales and clerical roles are a strong audience for: business wear and accessories, computer and telecommunications equipment, training and further education, gyms and personal trainers, catering suppliers and other office services.

## Their Income

The majority of households in the Star Greater Dandenong area earn around \$30,000 pa with a similarly high proportion earning around \$57,000 pa. The third largest group earn around \$16,000 pa.

Over 13% of households have an income of \$100,000 pa or more.

These income brackets make Star Greater Dandenong readers a suitable proposition for a range of advertisers with products targeted to the working class Australian.



## Community at a glance

### The community reading the Star Greater Dandenong:

#### AGE

0 to 18 Years:	23%
18 to 24 Years:	10%
25 to 34 Years:	15%
35 to 49 Years:	21%
50 plus Years:	32%

#### OCCUPATIONS

Managers:	4%
Professionals:	11%
Associate Professionals:	8%
Tradespeople:	14%
Advanced Clerical & Service:	2%
Intermediate Clerical & Service:	16%
Production & Transport:	16%
Clerical, Sales & Service:	10%
Labourers:	15%

#### TOP 3 HOUSEHOLD INCOME:

\$30,000 pa
\$57,000 pa
\$16,000 pa

Please Note: This information was compiled based on our understanding of our readers and information contained by the ABS for Star News Group from 2006 Census data. Star News Group expects you to rely on your own commercial judgement when using this information.